

IN THE CLAIMS

Please amend the claims as follows:

1. (Currently Amended) A method for selecting personalized commercials, said method comprising the steps of:

providing, for each of a plurality of programs, a score indicating a degree of preference of at least one user in relation thereto using a program recommender;

providing, for each of a plurality of commercials, respective correlation factors indicating respective degrees of effectiveness in relation to each of the plurality of programs using a commercial classifier; and

providing, for each of the plurality of commercials, a metric indicating a degree of effectiveness in relation to the at least one user based on the scores and the respective correlation factors using a processor.

2. (Previously Presented) The method as claimed in claim 1, wherein: for each of the plurality of commercials, the providing the metric comprises summing, over each of the plurality of programs, a product of the score for each of the plurality of programs and the correlation factor for each of the plurality of commercials relative to each of the plurality of programs.

3. (Previously Presented) The method as claimed in claim 1, wherein said method further comprises the step of: selecting at

least one of the plurality of commercials to provide to the at least one user based on its metric.

4. (Cancelled).

5. (Previously Presented) The method as claimed in claim 1, wherein: for each of the plurality of commercials, the respective correlation factors are provided by advertisers associated therewith.

6. (Previously Presented) The method as claimed in claim 1, wherein: the programs comprise video programs.

7. (Previously Presented) The method as claimed in claim 1, wherein: the programs comprise television programs.

8. (Previously Presented) The method as claimed in claim 1, wherein: the programs comprise audio programs.

9. (Previously Presented) The method as claimed in claim 1, wherein: the programs have audio and video portions.

10. (Previously Presented) An apparatus for selecting personalized commercials, said apparatus comprising:

means for providing, for each of a plurality of programs, a score indicating a degree of preference of at least one user in relation thereto;

means for providing, for each of a plurality of commercials, respective correlation factors indicating respective degrees of effectiveness in relation to each of the plurality of programs; and

means for providing, for each of the plurality of commercials, a metric indicating a degree of effectiveness in relation to the at least one user based on the scores and the respective correlation factors.

11. (Previously Presented) The apparatus as claimed in claim 10, wherein: the means for providing the metric sums, over each of the plurality of programs, a product of the score for each of the plurality of programs and the correlation factor for each of the plurality of commercials relative to each of the plurality of programs.

12. (Previously Presented) An apparatus for selecting personalized commercials, comprising:

a program recommender providing, for each of a plurality of programs, a score indicating a degree of preference of at least one user in relation thereto;

a commercial classifier providing, for each of a plurality of commercials, respective correlation factors indicating

respective degrees of effectiveness in relation to each of the plurality of programs; and

a processor providing, for each of the plurality of commercials, a metric indicating a degree of effectiveness in relation to the at least one user based on the scores and the respective correlation factors.

13. (Previously Presented) The apparatus as claimed in claim 12, wherein: the processor provides the metric by summing, over each of the plurality of programs, a product of the score for each of the plurality of programs and the correlation factor for each of the plurality of commercials relative to each of the plurality of programs.

14. (Previously Presented) A program storage device tangibly embodying a program of instructions executable by a machine to perform a method for selecting personalized commercials, the method comprising:

providing, for each of a plurality of programs, a score indicating a degree of preference of at least one user in relation thereto;

providing, for each of a plurality of commercials, respective correlation factors indicating respective degrees of effectiveness in relation to each of the plurality of programs; and

providing, for each of the plurality of commercials, a metric indicating a degree of effectiveness in relation to the at

least one user based on the scores and the respective correlation factors.

15. (Previously Presented) The program storage device as claimed in claim 14, wherein the providing the metric comprises summing, over each of the plurality of programs, a product of the score for each of the plurality of programs and the correlation factor for each of the plurality of commercials relative to each of the plurality of programs.